

(201) HOME

COMING IN
MAY & OCT
2021



MEDIA KIT
2021

(201) HOME

If you're trying to reach people with the desire – and the means – to make their homes more luxurious, efficient and comfortable, there's only one publication in North Jersey for you: *(201) Home*.

(201) Home is 100% Bergen, 100% of the time. Which makes it unlike any other residential design publication in the area. Twice a year, in early May (the Spring issue) and in early October (the Fall issue), *(201) Home* provides you with an opportunity to reach 50,000 affluent Bergen households in a very special environment. As they discover what their neighbors down the street and around the county are doing to makeover their homes, they'll discover your advertisement at the same time!

(201) HOME Rates for Print and Digital (per ad)

STANDARD SIZES

FREQUENCY	1 X	2 X
Two-Page Spread	\$8,330	\$6,185
Includes 40,000 digital impressions per insertion on NorthJersey.com		
Full Page (standard or bleed).	\$4,755	\$3,580
Includes 40,000 digital impressions per insertion on NorthJersey.com		
2/3 Page Vertical	\$3,590	\$2,700
Includes 40,000 digital impressions per insertion on NorthJersey.com		
1/2 Page Horizontal	\$2,930	\$2,190
Includes 40,000 digital impressions per insertion on NorthJersey.com		
1/2 Page Vertical	\$2,930	\$2,190
Includes 40,000 digital impressions per insertion on NorthJersey.com		
1/3 Page Square	\$1,785	\$1,295
1/3 Page Vertical	\$1,785	\$1,295
1/4 Page	\$1,390	\$1,015
1/6 Page (Vertical only)	\$960	\$705
1/12 Page	\$515	\$370

For space reservations or further information, call your (201) Magazine account representative or (201) 646-6955.

All advertising rates are net.
In-home dates may vary depending on USPS delivery cycles.



COMING IN EARLY MAY AND EARLY OCTOBER 2021

SPRING

Editorial Highlights

- Landscaping
- Design Trends 2021
- Going Green: Solar panels for the home

Ad Space & Copy Deadline March 26
Camera Ready Material April 14
In-Home Date May 5

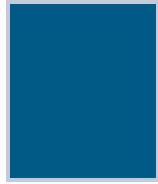
FALL

Editorial Highlights

- Kitchens
- Leaders in Home Design
- What you need to know before a home renovation

Ad Space & Copy Deadline August 27
Camera Ready Material September 15
In-Home Date October 6

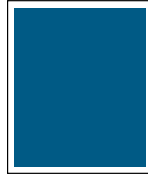
FA-193494



FULL PAGE BLEED

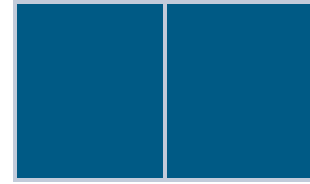
10.25" X 12.25"

TYPE SAFETY: 9" X 11"
TRIM SIZE: 10" X 12"



FULL PAGE DESIGNER SHOWCASE PROFILE

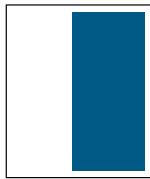
9.5" X 11.375"



TWO-PAGE SPREAD WITH BLEED

20.25" X 12.25"

TYPE SAFETY:
18.5" X 10.5"
GUTTER SAFETY: .5"
TRIM SIZE: 20" X 12"



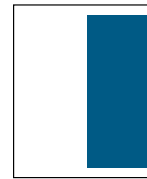
2/3 PAGE VERTICAL

5.45" X 11"



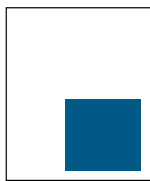
1/2 PAGE HORIZONTAL

8.3" X 5.375"



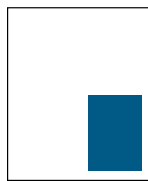
1/2 PAGE VERTICAL

4.025" X 11"



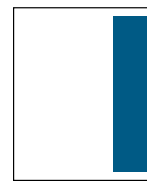
1/3 PAGE SQUARE

5.45" X 5.375"



1/4 PAGE VERTICAL

4.025" X 5.375"



1/3 PAGE VERTICAL

2.6" X 11"

PRODUCTION REQUIREMENTS

PREFERRED FILE TYPE

Adobe Acrobat® PDF prepared at print resolution output with fonts embedded.

All PDF files should be accompanied by a matchprint proof.

For other file type submissions, please contact your account executive for alternate file type options.

UNACCEPTABLE FILE TYPES

Native files in Microsoft PowerPoint, Microsoft Publisher, or Word Perfect format cannot be accepted at this time. Microsoft Word documents may be submitted as a source of text content for an ad, but not as a format for a final file.

Website images and logos are low-resolution and not acceptable.

Color Modes and Trapping

Process Color Prepare all finished color content in CMYK mode. RGB and Lab colors are not accepted. Pantone (PMS) or other spot colors must be converted to CMYK, unless a fifth color has been ordered.

Trapping is the responsibility of the advertising agency or designer.

GRAPHICS/IMAGES RESOLUTION

Supply images in one of these formats: TIFF, EPS or JPEG, minimum 300 ppi (pixels per inch).

Bitmapped images minimum resolution 1200 ppi.

Image size must be 100% of the size it will print. Enlarging images may result in a loss of quality.

DELIVERY METHODS

Email: northeastcreative@gannett.com

Via Web Browser

Files under 50mb can be uploaded at ftp1.njmg.com. For password information, please e-mail magazines@northjersey.com.

FTP Upload

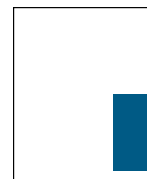
An FTP site is available for larger file uploads. Please e-mail northeastcreative@gannett.com for instructions.

Via Subscriptions Service

AdSend (NJPAS)

Physical media

Disks and color-match proofs can be mailed to: North Jersey Media Group, Attention Magazine Production, 1 Garret Mountain Plaza, Woodland Park, NJ 07424-0471



1/6 PAGE VERTICAL

2.6" X 5.375"



1/12 PAGE SQUARE

2.6" X 2.562"

* Ads requiring custom design work may be subject to an additional fee.

For more information, please contact: 201-646-6955